

## ABSTRACT

A liquid crystal display apparatus is capable of reducing a power loss incurred by a power-supply section in a process of generating a power-supply voltage for driving a backlight section. In the configuration of the power-supply section, a main power-supply circuit and an inverter circuit (or a DC-DC converter) are connected to an input-voltage generation unit in parallel to each other, which is used for rectifying and smoothing the commercial alternative current power. The main power-supply circuit and the inverter circuit (or the DC-DC converter) each include an isolation transformer including a primary-side winding not isolated from the commercial alternative current power and a secondary winding provided on the secondary side. The direct current input voltage is supplied to the primary side to be subjected to a power conversion process to generate an output voltage on the secondary side of the isolation transformer. Thus, the number of power conversion process stages for supplying power to the backlight section connected to the inverter circuit (or the DC-DC converter) is reduced by 1. As a result, the power loss incurred by the power-supply section can be reduced to a value smaller than that of the conventional one.